

EXHIBIT 12

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017**School Info****We agree to release the institution's data to the conference:** Yes**Institutional Contacts:**

Primary Contact Person: Craig Busboom
Phone: 7858647397
CEO: Dr. Douglas Girod
University CFO: Mr. Pat Kaufman
Auditors: BKD

Title: Business Office Supervisor
Email: cbusboom@ku.edu
CEO Email: chancellor@ku.edu
University CFO Email: pkaufman@ku.edu
AUP Report Date: 10/27/2017

Classification & Conference:

NCAA Primary Division: I-FBS
Athletic Conference: Big 12 Conference

Undergraduates by Gender:

	Number	Percent
Male Undergraduates:	8,462	50.2%
Female Undergraduates:	8,401	49.8%
Total Undergraduates:	16,863	

Sports Sponsorship:

Sport	Men's Teams Only	Women's Teams Only	Mixed Teams
Baseball	x		
Basketball	x	x	
Beach Volleyball			
Bowling			
Cross Country	x	x	
Equestrian			
Fencing			
Field Hockey			
Football	x		
Golf	x	x	
Gymnastics			

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Sport	Men's Teams Only	Women's Teams Only	Mixed Teams
Ice Hockey			
Lacrosse			
Rifle			
Rowing		X	
Rugby			
Skiing			
Soccer		X	
Softball		X	
Swimming and Diving		X	
Tennis		X	
Track, Indoor	X	X	
Track, Outdoor	X	X	
Triathlon			
Volleyball		X	
Water Polo			
Wrestling			
Others			
Totals	7	11	0

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Revenue/Expense Summary

ID	Item	Amount	Definition
<i>Revenues</i>			
1	Ticket Sales	\$18,957,247	<p>Input revenue received for sales of admissions to athletic events.</p> <p>This may include:</p> <ul style="list-style-type: none"> • Public and faculty sales. • Student sales • Shipping and Handling fees. <p>Please report amounts paid in excess of ticket's face value to obtain preferential seating or priority in Category 8 (Contributions).</p>
2	Direct State or Other Government Support	\$0	<p>Input state, municipal, federal and other appropriations made in support of athletics.</p> <p>This amount includes funding specifically earmarked for the athletics department by government agencies for which the institution cannot reallocate.</p> <p>Any state or other government support appropriated to the university, for which the university determines the dollar allocation to the athletics department shall be reported in Direct Institutional Support (Category 4).</p>
3	Student Fees	\$304,801	<p>Input student fees assessed and restricted for support of intercollegiate athletics.</p>
4	Direct Institutional Support	\$1,616,107	<p>Input direct funds provided by the institution to athletics for the operations of intercollegiate athletics including:</p> <ul style="list-style-type: none"> • Unrestricted funds allocated to the athletics department by the university (e.g. state funds, tuition, tuition discounts/waivers, transfers) • Federal work study support for student workers employed by athletics. • Endowment unrestricted income, spending policy distributions and other investment income distributed to athletics in the reporting year to support athletic operations. Athletics restricted endowment income for athletics should be reported in Category 17.

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

ID	Item	Amount	Definition
5	Less - Transfers to Institution	\$0	If the institution allocated funds to athletics as represented in Categories 3-4 and the athletics department provided a transfer of funds back to the institution in the reporting year, report the transfer amount as a negative in this category. The transfer amount may not exceed the total of Categories 3-4. Transfers back to the institution in excess of Categories 3-4 should be reported in Category 50 - excess transfers to institution.
6	Indirect Institutional Support	\$0	<p>Input value of costs covered and services provided by the institution to athletics but <u>not charged</u> to athletics including:</p> <ul style="list-style-type: none"> • Administrative services provided by the university to athletics but not charged such as HR, Accounting and IT. • Facilities maintenance. • Security. • Risk Management. • Utilities. <p>Do not include depreciation.</p> <p>Note: This category should equal Category 36. If the institution is paying for debt service, leases, or rental fees for athletic facilities, but not charging to athletics, include those amounts in Category 6A.</p>
6A	Indirect Institutional Support - Athletic Facilities Debt Service, Lease and Rental Fees	\$0	<p>Input debt service payments (principal and interest, including internal loan programs), leases and rental fees for athletics facilities for the reporting year provided by the institution to athletics but <u>not charged</u> to athletics.</p> <p>Do not report depreciation.</p> <p>Note: If the institution is paying for all athletic facilities debt service, lease and rental fees and not charging to athletics, this category will equal Category 34. If athletics or other entities are also paying these expenses or the institution is charging directly to athletics, this category will not equal Category 34.</p>
7	Guarantees	\$580,232	Input revenue received from participation in away games.

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ID	Item	Amount	Definition
8	Contributions	\$21,748,629	<p>Input contributions provided and used by athletics in the reporting year including:</p> <ul style="list-style-type: none"> • Amounts received from individuals, corporations, associations, foundations, clubs or other organizations designated for the operations of the athletics program. • Funds contributed by outside contributors for the payment of debt service, lease payments or rental fee expenses for athletic facilities in the reporting year. • Amounts received above face value for tickets. <p>Contributions shall include cash and marketable securities.</p> <p>Do not report:</p> <ul style="list-style-type: none"> • Pledges until funds are provided to athletics for use. • Contributions to be used in other reporting years.
9	In-Kind	\$1,293,895	<p>Input market value of in-kind contributions in the reporting year including:</p> <ul style="list-style-type: none"> • Dealer provided automobiles. • Equipment. • Services. • Nutritional product. <p>All in-kind contributions that are made as a result of a licensing or sponsorship agreement should be reported in Category 15.</p> <p>Please offset in-kind values in the appropriate expense category.</p>

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

ID	Item	Amount	Definition
10	Compensation and Benefits provided by a third party	\$0	<p>Input all benefits provided by a third party and contractually guaranteed by the institution, but not included on the institution's W-2. These may include:</p> <ul style="list-style-type: none"> • Car stipend. • Country club membership. • Allowances for clothing, housing, entertainment. • Speaking fees. • Camps compensation. • Media income. • Shoe and apparel income. <p>The total of this category should equal expense Categories 23 and 25 combined.</p>
11	Media Rights	\$25,118,673	<p>Input <u>all</u> revenue received for radio, television, internet, digital and e-commerce rights, including the portion of conference distributions related to media rights - if applicable.</p> <p>Consult with your conference offices if you do not have the media rights distribution amount available.</p>
12	NCAA Distributions	\$2,809,377	<p>Input revenues received from all NCAA distributions including NCAA championships reimbursements and payments received from the NCAA for hosting a championship.</p> <p>In some cases, NCAA distributions may be provided by the conference office. Consult with the conference office for the amount if you do not have it available and include in this category.</p>
13	Conference Distributions (Non Media and Non Bowl)	\$11,068,826	<p>Input all revenues received by conference distribution, excluding portions of distribution relating to media rights (reported in Category 11) or NCAA distributions (reported in Category 12).</p> <p>Note: Conference distributions of revenue generated by a post-season bowl to conference members should be recorded in this category. Distributions for reimbursement of post-season bowl expenses should be included in Category 19.</p>

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Reporting Year (FY): 2017

ID	Item	Amount	Definition
14	Program, Novelty, Parking and Concession Sales	\$1,211,999	<p>Input revenues from:</p> <ul style="list-style-type: none"> • Game Programs. • Novelties. • Food and Concessions. • Parking. <p>Advertising should be included in Category 15.</p>
15	Royalties, Licensing, Advertisement and Sponsorships	\$5,749,672	<p>Input revenues from:</p> <ul style="list-style-type: none"> • Sponsorships. • Licensing Agreements. • Advertisement. • Royalties. • In-kind products and services as part of sponsorship agreement. <p>An allocation may be necessary to distinguish revenues generated by athletics versus the university if payments are combined.</p>
16	Sports Camp Revenues	\$2,855	<p>Input amounts received by the athletics department for sports camps and clinics.</p>
17	Athletics Restricted Endowment and Investments Income	\$3,374,466	<p>Please report <u>spending policy distributions</u> from athletics restricted endowments and <u>investment income used for athletics operations in the reporting year</u>.</p> <p>This category includes only restricted investment and endowment income <u>used</u> for the operations of intercollegiate athletics; institutional allocations of income from unrestricted endowments qualify as "Direct Institutional Support" and should be reported in Category 4.</p> <p>Note: Please make sure amounts reported are only up to the amount of expenses covered by the endowment for the reporting year.</p>
18	Other Operating Revenue	\$1,414,682	<p>Input any operating revenues received by athletics in the report year which cannot be classified into one of the stated categories.</p> <p>If the figure is greater than 10% of total revenues, please report the top three activities included in this category in the comments section.</p>

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ID	Item	Amount	Definition
19	Bowl Revenues	\$0	Input all amounts received related to participation in a post-season bowl game, including: <ul style="list-style-type: none">• Expense reimbursements.• Ticket sales.
	Total Operating Revenues	\$95,251,461	Total of Categories 1-19.
<i>Expenses</i>			
20	Athletic Student Aid	\$11,202,004	Input the total amount of athletic student-aid for the reporting year including: <ul style="list-style-type: none">• Summer school.• Tuition discounts and waivers (unless it is a discount or waiver available to the general student body).• Aid given to student-athletes who are inactive (medical reasons) or no longer eligible (exhausted eligibility). Athletics aid awarded to non-athletes (student-managers, graduate assistants, trainers) should be reported as Expenses Not Related to Specific Teams. It is permissible to report only dollars in the Expenses Not Related to Specific Teams row as long as you have reported non-zero entries for Equivalencies, Number of Students, and Dollars (all 3 required for at least one sport). Note: Pell grants are provided by the government, not the institution or athletics department, and therefore should be excluded from reporting in this category. This information can be managed within the NCAA's Compliance Assistance (CA) software. The information entered into compliance assistance will automatically populate to the athletic student aid section within the NCAA Financial Reporting System when the CA import feature is selected.
21	Guarantees	\$1,526,124	Input amounts paid to visiting participating institutions, including per diems and/or travel and meal expenses.

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ID	Item	Amount	Definition
22	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	\$15,267,864	<p>Input compensation, bonuses and benefits paid to all coaches reportable on the university or related entities W-2 and 1099 forms inclusive of:</p> <ul style="list-style-type: none"> • Gross wages and bonuses. • Benefits including allowances, speaking fees, retirement, stipends, memberships, media income, tuition reimbursement and earned deferred compensation. <p>Place any severance payments in Category 26.</p> <p>Note: Bonuses related to participation in a post-season bowl game should be included in Category 41.</p>
23	Coaching Salaries, Benefits and Bonuses paid by a Third Party	\$0	<p>Input compensation, bonuses and benefits paid to all coaches by a third party and contractually guaranteed by the institution, but not included on the institutions W-2 including:</p> <ul style="list-style-type: none"> • Car stipend. • Country club membership. • Allowances for clothing, housing, entertainment. • Speaking fees. • Camps compensation. • Media income. • Shoe and apparel income. <p>Expense Category 23 and 25 should equal Category 10.</p> <p>Note: Bonuses related to participation in a post-season bowl game should be included in Category 41.</p>

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ID	Item	Amount	Definition
24	Support Staff/ Administrative Compensation, Benefits and Bonuses paid by the University and Related Entities	\$21,092,261	<p>Input compensation, bonuses and benefits paid to all administrative and support staff reportable on the university or related entities (e.g. foundations or booster clubs) W-2 and 1099 forms inclusive of:</p> <ul style="list-style-type: none"> • Gross wages and bonuses. • Benefits including allowances, speaking fees, retirement, stipends, memberships, media income, tuition reimbursement and earned deferred compensation. <p>Staff members responsible for the gender-specific athletics department, but not a specific sport (i.e., director of men's athletics), will have their compensation figures reported as Expenses Not Related to Specific Teams fields. Athletics department staff members who assist both men's and women's teams (sports information director, academic advisor) will be reported as Not Allocated by Gender column.</p>
25	Support Staff/ Administrative Compensation, Benefits and Bonuses paid by Third Party	\$0	<p>Input compensation, bonuses and benefits paid to administrative and support staff by a third party and contractually guaranteed by the institution, but not included on the institutions W-2 including:</p> <ul style="list-style-type: none"> • Car stipend. • Country club membership. • Allowances for clothing, housing, entertainment. • Speaking fees. • Camps compensation. • Media income. • Shoe and apparel income. <p>Expense Category 23 and 25 should equal Category 10.</p>
26	Severance Payments	\$18,769	Input severance payments and applicable benefits recognized for past coaching and administrative personnel.
27	Recruiting	\$2,032,037	Input transportation, lodging and meals for prospective student-athletes and institutional personnel on official and unofficial visits, telephone call charges, postage and such. Include value of use of institution's own vehicles or airplanes as well as in-kind value of loaned or contributed transportation.

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ID	Item	Amount	Definition
28	Team Travel	\$6,440,781	<p>Input air and ground travel, lodging, meals and incidentals (including housing costs incurred during school break period) for competition related to preseason, regular season and non-bowl postseason. Amounts incurred for food and lodging for housing the team before a home game also should be included. Use of the institution's own vehicles or airplanes as well as in-kind value of donor-provided transportation.</p> <p>Note: Expenses related to post-season bowls should be included in Category 41.</p>
29	Sports Equipment, Uniforms and Supplies	\$5,261,363	<p>Input items that are provided to the teams only. Equipment amounts are those expended from current or operating funds. Include value of in-kind equipment provided.</p> <p>Note: Expenses related to post-season bowls should be included in Category 41.</p>
30	Game Expenses	\$3,544,344	<p>Input game-day expenses other than travel which are necessary for intercollegiate athletics competition, including officials, security, event staff, ambulance, etc. Input any payments back to the NCAA for hosting a tournament.</p> <p>Note: Expenses related to post-season bowls should be included in Category 41.</p>
31	Fund Raising, Marketing and Promotion	\$3,071,893	<p>Input costs associated with fund raising, marketing and promotion for media guides, brochures, recruiting publications and such.</p>
32	Sports Camp Expenses	\$0	<p>Input all expenses paid by the athletics department, including non-athletics personnel salaries and benefits, from hosting sports camps and clinics. Athletics personnel salaries and benefits should be reported in Categories 22-25.</p>
33	Spirit Groups	\$87,595	<p>Include support for spirit groups including bands, cheerleaders, mascots, dancers, etc.</p> <p>Note: Expenses related to post-season bowls should be included in Category 41.</p>

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Reporting Year (FY): 2017

ID	Item	Amount	Definition
34	Athletic Facilities Debt Service, Leases and Rental Fee	\$11,189,277	<p>Input debt service payments (principal and interest, including internal loan programs), leases and rental fees for athletics facilities for the reporting year regardless of entity paying (athletics, institution or other).</p> <p>Do not report depreciation.</p> <p>Note: If the institution is paying for <u>all</u> debt service, leases, or rental fees for athletic facilities but not charging to athletics, this category should equal Category 6A. If athletics or other entities are paying these expenses or the institution is charging directly to athletics, this category will not equal Category 6A.</p>
35	Direct Overhead and Administrative Expenses	\$4,156,927	<p>Input overhead and administrative expenses <u>paid by or charged directly to athletics</u> including:</p> <ul style="list-style-type: none"> • Administrative/Overhead fees charged by the institution to athletics. • Facilities maintenance. • Security. • Risk Management. • Utilities. • Equipment Repair. • Telephone. • Other Administrative Expenses.
36	Indirect Institutional Support	\$0	<p>Input overhead and administrative expenses <u>NOT paid by or charged directly to athletics</u> including:</p> <ul style="list-style-type: none"> • Administrative/Overhead fees <u>not charged</u> by the institution to athletics. • Facilities maintenance. • Security. • Risk Management. • Utilities. • Equipment Repair. • Telephone. • Other Administrative Expenses. <p>Do not report depreciation.</p> <p>Note: This category should equal Category 6.</p>

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Reporting Year (FY): 2017

ID	Item	Amount	Definition
37	Medical Expenses and Insurance	\$794,566	Input medical expenses and medical insurance premiums for student-athletes.
38	Memberships and Dues	\$470,442	Input memberships, conference and association dues.
39	Student-Athlete Meals (non-travel)	\$2,639,984	Include meal allowance and food/snacks provided to student-athletes. Note: Meals provided during team travel should be reported in Category 28.
40	Other Operating Expenses	\$5,913,002	Input any operating expenses paid by athletics in the report year which cannot be classified into one of the stated categories, including: <ul style="list-style-type: none"> • Non-team travel (conferences, etc.). • Team banquets and awards. If the figure is greater than 10% of total expenses, please report the top three activities included in this category in the comments section.
41	Bowl Expenses	\$0	Input all expenditures related to participation in a post-season bowl game, including: <ul style="list-style-type: none"> • Team travel, lodging and meal expenses. • Bonuses related to bowl participation. • Spirit groups. • Uniforms.
Total Operating Expenses		\$94,709,233	Total of Categories 20-41.

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017**Revenue/Expense Details**

1	Ticket Sales	\$18,957,247	Input revenue received for sales of admissions to athletic events. This may include:
			<ul style="list-style-type: none"> • Public and faculty sales. • Student sales • Shipping and Handling fees.
			Please report amounts paid in excess of ticket's face value to obtain preferential seating or priority in Category 8 (Contributions).

Men's Teams Only Women's Teams Only Not Allocated by Gender

Revenues by Source	Ticket Sales	Ticket Sales	Ticket Sales
Baseball	83,151		
Basketball	15,101,909	118,437	
Football	3,412,370		
Golf	0	0	
Rowing		0	
Soccer		39,447	
Softball		36,493	
Swimming and Diving		0	
Tennis		0	
Track and Field, X-Country	718	718	
Volleyball		110,319	
Others			
Subtotal All Teams	18,598,148	305,414	0
Revenue Not Related to Specific Teams			53,685
Total Revenue	18,598,148	305,414	53,685

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

2 Direct State or Other Government Support \$0 Input state, municipal, federal and other appropriations made in support of athletics.

This amount includes funding specifically earmarked for the athletics department by government agencies for which the institution cannot reallocate.

Any state or other government support appropriated to the university, for which the university determines the dollar allocation to the athletics department shall be reported in Direct Institutional Support (Category 4).

Revenues by Source	Men's Teams Only Direct State or Other Government Support	Women's Teams Only Direct State or Other Government Support	Not Allocated by Gender Direct State or Other Government Support
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			
Total Revenue	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

 3 Student Fees \$304,801 Input student fees assessed and restricted for support of intercollegiate athletics.

Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Student Fees	Student Fees	Student Fees
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			304,801
Total Revenue	0	0	304,801

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

4 Direct Institutional Support	\$1,616,107	Input direct funds provided by the institution to athletics for the operations of intercollegiate athletics including:
<ul style="list-style-type: none"> • Unrestricted funds allocated to the athletics department by the university (e.g. state funds, tuition, tuition discounts/waivers, transfers) • Federal work study support for student workers employed by athletics. • Endowment unrestricted income, spending policy distributions and other investment income distributed to athletics in the reporting year to support athletic operations. Athletics restricted endowment income for athletics should be reported in Category 17. 		
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Revenues by Source	Men's Teams Only Direct Institutional Support	Women's Teams Only Direct Institutional Support	Not Allocated by Gender Direct Institutional Support
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			1,616,107
Total Revenue	0	0	1,616,107

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

5 Less - Transfers to Institution \$0 If the institution allocated funds to athletics as represented in Categories 3-4 and the athletics department provided a transfer of funds back to the institution in the reporting year, report the transfer amount as a negative in this category. The transfer amount may not exceed the total of Categories 3-4. Transfers back to the institution in excess of Categories 3-4 should be reported in Category 50 - excess transfers to institution.

Revenues by Source	Men's Teams Only Less - Transfers to Institution	Women's Teams Only Less - Transfers to Institution	Not Allocated by Gender Less - Transfers to Institution
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			
Total Revenue	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

6 Indirect Institutional Support \$0 Input value of costs covered and services provided by the institution to athletics but not charged to athletics including:

- Administrative services provided by the university to athletics but not charged such as HR, Accounting and IT.
- Facilities maintenance.
- Security.
- Risk Management.
- Utilities.

Do not include depreciation.

Note: This category should equal Category 36. If the institution is paying for debt service, leases, or rental fees for athletic facilities, but not charging to athletics, include those amounts in Category 6A.

Revenues by Source	Men's Teams Only Indirect Institutional Support	Women's Teams Only Indirect Institutional Support	Not Allocated by Gender Indirect Institutional Support
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			
Total Revenue	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

6A Indirect Institutional Support - Athletic Facilities Debt Service, Lease and Rental Fees \$0 Input debt service payments (principal and interest, including internal loan programs), leases and rental fees for athletics facilities for the reporting year provided by the institution to athletics but not charged to athletics.

Do not report depreciation.

Note: If the institution is paying for all athletic facilities debt service, lease and rental fees and not charging to athletics, this category will equal Category 34. If athletics or other entities are also paying these expenses or the institution is charging directly to athletics, this category will not equal Category 34.

Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Indirect Institutional Support - Athletic Facilities Debt Service, Lease and Rental Fees	Indirect Institutional Support - Athletic Facilities Debt Service, Lease and Rental Fees	Indirect Institutional Support - Athletic Facilities Debt Service, Lease and Rental Fees
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			
Total Revenue	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

7

Guarantees

\$580,232 Input revenue received from participation in away games.

Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Guarantees	Guarantees	Guarantees
Baseball			
Basketball	427,232		
Football	150,000		
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball		3,000	
Others			
Subtotal All Teams	577,232	3,000	0
Revenue Not Related to Specific Teams			
Total Revenue	577,232	3,000	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

8 Contributions \$21,746,869 Input contributions provided and used by athletics in the reporting year including:

- Amounts received from individuals, corporations, associations, foundations, clubs or other organizations designated for the operations of the athletics program.
- Funds contributed by outside contributors for the payment of debt service, lease payments or rental fee expenses for athletic facilities in the reporting year.
- Amounts received above face value for tickets.

Contributions shall include cash and marketable securities.

Do not report:

- Pledges until funds are provided to athletics for use.
- Contributions to be used in other reporting years.

Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Contributions	Contributions	Contributions
Baseball	1,000		
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving		760	
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	1,000	760	0
Revenue Not Related to Specific Teams			21,746,869
Total Revenue	1,000	760	21,746,869

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

9 In-Kind \$1,293,895 Input market value of in-kind contributions in the reporting year including:

- Dealer provided automobiles.
- Equipment.
- Services.
- Nutritional product.

All in-kind contributions that are made as a result of a licensing or sponsorship agreement should be reported in Category 15.

Please offset in-kind values in the appropriate expense category.

Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	In-Kind	In-Kind	In-Kind
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			1,293,895
Total Revenue	0	0	1,293,895

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

10 Compensation and Benefits provided by a third party \$0 Input all benefits provided by a third party and contractually guaranteed by the institution, but not included on the institution's W-2. These may include:

- Car stipend.
- Country club membership.
- Allowances for clothing, housing, entertainment.
- Speaking fees.
- Camps compensation.
- Media income.
- Shoe and apparel income.

The total of this category should equal expense Categories 23 and 25 combined.

	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
Revenues by Source	Compensation and Benefits provided by a third party	Compensation and Benefits provided by a third party	Compensation and Benefits provided by a third party
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			
Total Revenue	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

11 Media Rights	\$25,118,673	Input <u>all</u> revenue received for radio, television, internet, digital and e-commerce rights, including the portion of conference distributions related to media rights - if applicable.
Consult with your conference offices if you do not have the media rights distribution amount available.		

Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Media Rights	Media Rights	Media Rights
Baseball			
Basketball			
Football	18,475,596		
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	18,475,596	0	0
Revenue Not Related to Specific Teams			6,643,077
Total Revenue	18,475,596	0	6,643,077

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

12 NCAA \$2,809,377 Input revenues received from all NCAA distributions including NCAA Championships reimbursements and payments received from the NCAA for hosting a championship.

In some cases, NCAA distributions may be provided by the conference office. Consult with the conference office for the amount if you do not have it available and include in this category.

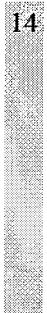
Revenues by Source	Men's Teams Only			Women's Teams Only			Not Allocated by Gender		
	NCAA Distributions		NCAA Distributions	NCAA Distributions	NCAA Distributions				
Baseball			0						
Basketball			2,737,180						
Football									
Golf									
Rowing									
Soccer				13,564					
Softball									
Swimming and Diving									
Tennis				2,713					
Track and Field, X-Country			26,310		26,310				
Volleyball				3,300					
Others									
Subtotal All Teams			2,763,490		45,887				0
Revenue Not Related to Specific Teams									
Total Revenue			2,763,490		45,887				0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

13 Conference Distributions (Non Media and Non Bowl)	\$11,068,826	Input all revenues received by conference distribution, excluding portions of distribution relating to media rights (reported in Category 11) or NCAA distributions (reported in Category 12).
<p>Note: Conference distributions of revenue generated by a post-season bowl to conference members should be recorded in this category. Distributions for reimbursement of post-season bowl expenses should be included in Category 19.</p>		

Revenues by Source	Men's Teams Only Conference Distributions (Non Media and Non Bowl)	Women's Teams Only Conference Distributions (Non Media and Non Bowl)	Not Allocated by Gender Conference Distributions (Non Media and Non Bowl)
Baseball			
Basketball			
Football	11,068,826		
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	11,068,826	0	0
Revenue Not Related to Specific Teams			
Total Revenue	11,068,826	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

I4 Program, Novelty, Parking and Concession Sales 	\$1,211,999 Input revenues from: <ul style="list-style-type: none"> • Game Programs. • Novelties. • Food and Concessions. • Parking. <p>Advertising should be included in Category 15.</p>
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Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Program, Novelty, Parking and Concession Sales	Program, Novelty, Parking and Concession Sales	Program, Novelty, Parking and Concession Sales
Baseball			
Basketball			
Football	37,220		
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	37,220	0	0
Revenue Not Related to Specific Teams			1,174,779
Total Revenue	37,220	0	1,174,779

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

15 Royalties, Licensing, Advertisement and Sponsorships	\$5,749,672 Input revenues from: <ul style="list-style-type: none"> • Sponsorships. • Licensing Agreements. • Advertisement. • Royalties. • In-kind products and services as part of sponsorship agreement. <p>An allocation may be necessary to distinguish revenues generated by athletics versus the university if payments are combined.</p>
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Revenues by Source	Men's Teams Only Royalties, Licensing, Advertisement and Sponsorships	Women's Teams Only Royalties, Licensing, Advertisement and Sponsorships	Not Allocated by Gender Royalties, Licensing, Advertisement and Sponsorships
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X- Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			5,749,672
Total Revenue	0	0	5,749,672

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

16 Sports Camp Revenues	\$2,855 Input amounts received by the athletics department for sports camps and clinics.
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Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Sports Camp Revenues	Sports Camp Revenues	Sports Camp Revenues
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			2,855
Total Revenue	0	0	2,855

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

17 Athletics Restricted Endowment and Investments Income \$3,374,466 Please report spending policy distributions from athletics restricted endowments and investment income used for athletics operations in the reporting year.

This category includes only restricted investment and endowment income used for the operations of intercollegiate athletics; institutional allocations of income from unrestricted endowments qualify as "Direct Institutional Support" and should be reported in Category 4.

Note: Please make sure amounts reported are only up to the amount of expenses covered by the endowment for the reporting year.

Revenues by Source	Men's Teams Only Athletics Restricted Endowment and Investments Income	Women's Teams Only Athletics Restricted Endowment and Investments Income	Not Allocated by Gender Athletics Restricted Endowment and Investments Income
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			3,374,466
Total Revenue	0	0	3,374,466

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

18 Other Operating Revenue \$1,414,682 Input any operating revenues received by athletics in the report year which cannot be classified into one of the stated categories.

If the figure is greater than 10% of total revenues, please report the top three activities included in this category in the comments section.

Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Other Operating Revenue	Other Operating Revenue	Other Operating Revenue
Baseball		3,454	
Basketball			
Football		204	
Golf			
Rowing			327
Soccer			630
Softball			9
Swimming and Diving			413
Tennis			
Track and Field, X-Country	20,460		16,354
Volleyball			60
Others			
Subtotal All Teams	24,118	17,793	0
Revenue Not Related to Specific Teams			1,372,771
Total Revenue	24,118	17,793	1,372,771

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

19. Bowl Revenues \$0 Input all amounts received related to participation in a post-season bowl game, including:

- Expense reimbursements.
- Ticket sales.

Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Bowl Revenues	Bowl Revenues	Bowl Revenues
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Revenue Not Related to Specific Teams			
Total Revenue	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

Total Operating Revenues	\$95,251,461 Total of Categories 1-19.
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Revenues by Source	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Total Operating Revenues	Total Operating Revenues	Total Operating Revenues
Baseball	87,605		
Basketball	18,266,321	118,437	
Football	33,144,216		
Golf	0	0	
Rowing		327	
Soccer		53,641	
Softball		36,502	
Swimming and Diving		1,173	
Tennis		2,713	
Track and Field, X-Country	47,488	43,382	
Volleyball		116,679	
Others			
Subtotal All Teams	51,545,630	372,854	0
Revenue Not Related to Specific Teams			43,332,977
Total Revenue	51,545,630	372,854	43,332,977

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

20	Athletic Student Aid	Total Dollar Amount	\$11,202,004	Input the total amount of athletic student-aid for the reporting year including:
				<ul style="list-style-type: none"> • Summer school. • Tuition discounts and waivers (unless it is a discount or waiver available to the general student body). • Aid given to student-athletes who are inactive (medical reasons) or no longer eligible (exhausted eligibility).
				Athletics aid awarded to non-athletes (student-managers, graduate assistants, trainers) should be reported as Expenses Not Related to Specific Teams. It is permissible to report only dollars in the Expenses Not Related to Specific Teams row as long as you have reported non-zero entries for Equivalencies, Number of Students, and Dollars (all 3 required for at least one sport).
				Note: Pell grants are provided by the government, not the institution or athletics department, and therefore should be excluded from reporting in this category.
				This information can be managed within the NCAA's Compliance Assistance (CA) software. The information entered into compliance assistance will automatically populate to the athletic student aid section within the NCAA Financial Reporting System when the CA import feature is selected.

Total Equivalencies Awarded	252.68
Total Students Receiving Aid	429

Male Athlete Scholarships

Sport	Athletic Aid Equivalency (A)	Exhausted Eligibility or Medical Equivalency (B)	Total Equivalencies Awarded in 2016-2017 (A+B)	Number of Students Receiving Athletic Aid	Total Dollar Amount
Baseball	13.17		13.17	32	502,666
Basketball	12	0	12	13	855,802
Football	79.49	4.5	83.99	98	3,495,542
Golf	3.9	0.6	4.5	12	212,355
Track and Field, X-Country	10.01	3.59	13.6	40	585,509

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Sport	Athletic Aid Equivalency (A)	Exhausted Eligibility or Medical Equivalency (B)	Total Equivalencies Awarded in 2016-2017 (A+B)	Number of Students Receiving Athletic Aid	Total Dollar Amount
Expenses Not Related to Specific Teams			0		
Totals	118.57	8.69	127.26	195	5,651,874

Female Athlete Scholarships

Sport	Athletic Aid Equivalency (A)	Exhausted Eligibility or Medical Equivalency (B)	Total Equivalencies Awarded in 2016-2017 (A+B)	Number of Students Receiving Athletic Aid	Total Dollar Amount
Basketball	10	5	15	15	633,277
Golf	6.5		6.5	10	321,086
Rowing	20.97	1.3	22.27	64	744,717
Soccer	11.45	2.55	14	26	613,570
Softball	9.38	4.02	13.4	24	547,897
Swimming and Diving	14.01	0.4	14.41	29	620,898
Tennis	8.5		8.5	9	423,296
Track and Field, X-Country	12.87	5.97	18.84	44	776,909
Volleyball	10.5	2	12.5	13	528,916
Expenses Not Related to Specific Teams					
Totals	104.18	21.24	125.42	234	5,210,566

Not Allocated by Gender Scholarships

Sport	Athletic Aid Equivalency (A)	Exhausted Eligibility or Medical Equivalency (B)	Total Equivalencies Awarded in 2016-2017 (A+B)	Number of Students Receiving Athletic Aid	Total Dollar Amount
Expenses Not Related to Specific Teams					339,564
Totals	0	0	0	0	339,564

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

21 Guarantees \$1,526,124 Input amounts paid to visiting participating institutions, including per diems and/or travel and meal expenses.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Guarantees	Guarantees	Guarantees
Baseball	72,435		
Basketball	495,000	118,000	
Football	650,000		
Golf			
Rowing		7,000	
Soccer		26,000	
Softball		4,000	
Swimming and Diving			
Tennis			
Track and Field, X-Country	18,216	18,216	
Volleyball		21,449	
Others			
Subtotal All Teams	1,235,651	194,665	0
Expenses Not Related to Specific Teams			95,808
Total Expenses	1,235,651	194,665	95,808

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

22 Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities \$15,267,864 Input compensation, bonuses and benefits paid to all coaches reportable on the university or related entities W-2 and 1099 forms inclusive of:

- Gross wages and bonuses.
- Benefits including allowances, speaking fees, retirement, stipends, memberships, media income, tuition reimbursement and earned deferred compensation.

Place any severance payments in Category 26.

Note: Bonuses related to participation in a post-season bowl game should be included in Category 41.

23 Coaching Salaries, Benefits and Bonuses paid by a Third Party

\$0 Input compensation, bonuses and benefits paid to all coaches by a third party and contractually guaranteed by the institution, but not included on the institutions W-2 including:

- Car stipend.
- Country club membership.
- Allowances for clothing, housing, entertainment.
- Speaking fees.
- Camps compensation.
- Media income.
- Shoe and apparel income.

Expense Category 23 and 25 should equal Category 10.

Note: Bonuses related to participation in a post-season bowl game should be included in Category 41.

Men's Teams Coaching Expenses

Sport	Men's Teams Head Coaches				Men's Teams Assistant Coaches			
	Number of Positions	FTE	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	Coaching Salaries, Benefits and Bonuses paid by a Third Party	Number of Positions	FTE	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	Coaching Salaries, Benefits and Bonuses paid by a Third Party
Baseball	1	1	268,252		2	2	293,656	
Basketball	1	1	4,951,805		3	3	1,293,548	
Football	1	1	1,365,483		9	9	3,005,112	

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Sport	Men's Teams Head Coaches				Men's Teams Assistant Coaches			
	Number of Positions	FTE	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	Coaching Salaries, Benefits and Bonuses paid by a Third Party	Number of Positions	FTE	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	Coaching Salaries, Benefits and Bonuses paid by a Third Party
Golf	1	1	202,208		1	1	87,878	
Track and Field, X-Country	1	0.5	155,281		5	2.5	278,993	
Subtotal All Teams	5	4.5	6,943,029		0	20	17.5	4,959,187
Expenses Not Related to Specific Teams								0
Total Expenses			6,943,029		0		4,959,187	0

Women's Teams Coaching Expenses

Sport	Women's Teams Head Coaches				Women's Teams Assistant Coaches			
	Number of Positions	FTE	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	Coaching Salaries, Benefits and Bonuses paid by a Third Party	Number of Positions	FTE	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	Coaching Salaries, Benefits and Bonuses paid by a Third Party
Basketball	1	1	365,753		3	3	488,779	
Golf	1	1	101,711		1	1	61,200	
Rowing	1	1	104,547		2	2	112,095	
Soccer	1	1	214,286		2	2	167,911	
Softball	1	1	233,209		2	2	194,288	
Swimming and Diving	1	1	119,907		2	2	119,874	
Tennis	1	1	132,825		1	1	65,546	
Track and Field, X-Country	1	0.5	155,281		5	2.5	278,993	
Volleyball	1	1	248,599		2	2	200,844	

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Sport	Women's Teams Head Coaches				Women's Teams Assistant Coaches			
	Number of Positions	FTE	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	Coaching Salaries, Benefits and Bonuses paid by a Third Party	Number of Positions	FTE	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	Coaching Salaries, Benefits and Bonuses paid by a Third Party
Subtotal All Teams	9	8.5	1,676,118	0	20	17.5	1,689,530	0
Expenses Not Related to Specific Teams								
Total Expenses			1,676,118	0			1,689,530	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

24 Support Staff/ Administrative Compensation, Benefits and Bonuses paid by the University and Related Entities	<p>\$21,092,261 Input compensation, bonuses and benefits paid to all administrative and support staff reportable on the university or related entities (e.g. foundations or booster clubs) W-2 and 1099 forms inclusive of:</p> <ul style="list-style-type: none"> • Gross wages and bonuses. • Benefits including allowances, speaking fees, retirement, stipends, memberships, media income, tuition reimbursement and earned deferred compensation. <p>Staff members responsible for the gender-specific athletics department, but not a specific sport (i.e., director of men's athletics), will have their compensation figures reported as Expenses Not Related to Specific Teams fields. Athletics department staff members who assist both men's and women's teams (sports information director, academic advisor) will be reported as Not Allocated by Gender column.</p>
25 Support Staff/ Administrative Compensation, Benefits and Bonuses paid by Third Party	<p>\$0 Input compensation, bonuses and benefits paid to administrative and support staff by a third party and contractually guaranteed by the institution, but not included on the institutions W-2 including:</p> <ul style="list-style-type: none"> • Car stipend. • Country club membership. • Allowances for clothing, housing, entertainment. • Speaking fees. • Camps compensation. • Media income. • Shoe and apparel income.

Expense Category 23 and 25 should equal Category 10.

	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
Expenses by Object	Support Staff/ Administrative of Compensation, Benefits and Bonuses paid by the University and Related Entities	Support Staff/ Administrative of Compensation, Benefits and Bonuses paid by Third Party	Support Staff/ Administrative of Compensation, Benefits and Bonuses paid by the University and Related Entities
Expenditure			
Category			
Baseball	85,031		
Basketball	547,538	351,359	

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

	Men's Teams Only Support Staff/ Administrative of Compensation, Benefits and Bonuses paid University and Related Entities	Women's Teams Only Support Staff/ Administrative Compensation, Benefits and Bonuses paid University and Related Entities	Not Allocated by Gender Support Staff/ Administrative Compensation, Benefits and Bonuses paid University and Related Entities
Expenses by Object	Support Staff/ Administrative of Compensation, Benefits and Bonuses paid University and Related Entities	Support Staff/ Administrative Compensation, Benefits and Bonuses paid University and Related Entities	Support Staff/ Administrative Compensation, Benefits and Bonuses paid University and Related Entities
Expenditure	Benefits and Bonuses paid by the University and Related Entities	Benefits and Bonuses paid by Third Party University and Related Entities	Benefits and Bonuses paid by the University and Related Entities
Football	1,393,896		
Golf	6,022	4,951	
Rowing		99,405	
Soccer		48,681	
Softball		3,932	
Swimming and Diving		7,140	
Tennis		2,976	
Track and Field, X- Country	163,245	163,245	
Volleyball		20,819	
Others			
Subtotal	2,195,732	0	702,508
All Teams			0
Expenses Not Related to Specific Teams		18,194,021	0
Total Expenses	2,195,732	0	18,896,529

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

26 Severance Payments	\$18,769 Input severance payments and applicable benefits recognized for past coaching and administrative personnel.
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Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Severance Payments	Severance Payments	Severance Payments
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball		11,065	
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	11,065	0
Expenses Not Related to Specific Teams			7,704
Total Expenses	0	11,065	7,704

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

27 Recruiting \$2,032,037 Input transportation, lodging and meals for prospective student-athletes and institutional personnel on official and unofficial visits, telephone call charges, postage and such. Include value of use of institution's own vehicles or airplanes as well as in-kind value of loaned or contributed transportation.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Recruiting	Recruiting	Recruiting
Baseball	88,076		
Basketball	507,513	231,365	
Football	778,461		
Golf	25,742	18,748	
Rowing		30,168	
Soccer		73,803	
Softball		47,060	
Swimming and Diving		35,870	
Tennis		36,230	
Track and Field, X-Country	55,271	57,132	
Volleyball		30,776	
Others			
Subtotal All Teams	1,455,063	561,152	0
Expenses Not Related to Specific Teams			15,822
Total Expenses	1,455,063	561,152	15,822

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

28 Team Travel \$6,440,781 Input air and ground travel, lodging, meals and incidentals (including housing costs incurred during school break period) for competition related to preseason, regular season and non-bowl postseason. Amounts incurred for food and lodging for housing the team before a home game also should be included. Use of the institution's own vehicles or airplanes as well as in-kind value of donor-provided transportation.

Note: Expenses related to post-season bowls should be included in Category 41.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Team Travel	Team Travel	Team Travel
Baseball	605,810		
Basketball	1,089,304	918,181	
Football	1,292,954		
Golf	113,100	74,426	
Rowing		311,915	
Soccer		226,774	
Softball		297,700	
Swimming and Diving		134,521	
Tennis		140,296	
Track and Field, X-Country	305,531	294,572	
Volleyball		306,232	
Others			
Subtotal All Teams	3,406,699	2,704,617	0
Expenses Not Related to Specific Teams			329,465
Total Expenses	3,406,699	2,704,617	329,465

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

29 Sports Equipment, Uniforms and Supplies \$5,261,363 Input items that are provided to the teams only. Equipment amounts are those expended from current or operating funds. Include value of in-kind equipment provided.

Note: Expenses related to post-season bowls should be included in Category 41.

Expenses by Object of Expenditure	Men's Teams Only Sports Equipment, Uniforms and Supplies	Women's Teams Only Sports Equipment, Uniforms and Supplies	Not Allocated by Gender Sports Equipment, Uniforms and Supplies
Baseball	467,962		
Basketball	74,631	40,116	
Football	917,255		
Golf	26,057	23,640	
Rowing		97,425	
Soccer		16,012	
Softball		53,356	
Swimming and Diving		51,128	
Tennis		25,090	
Track and Field, X-Country	34,228	28,568	
Volleyball		24,497	
Others			
Subtotal All Teams	1,520,133	359,832	0
Expenses Not Related to Specific Teams			3,381,398
Total Expenses	1,520,133	359,832	3,381,398

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

30 Game Expenses \$3,544,344 Input game-day expenses other than travel which are necessary for intercollegiate athletics competition, including officials, security, event staff, ambulance, etc. Input any payments back to the NCAA for hosting a tournament.

Note: Expenses related to post-season bowls should be included in Category 41.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Game Expenses	Game Expenses	Game Expenses
Baseball	154,600		
Basketball	985,485	382,065	
Football	943,728		
Golf	4,216	115	
Rowing		31,977	
Soccer		47,421	
Softball		78,332	
Swimming and Diving		2,651	
Tennis		16,032	
Track and Field, X-Country	87,760	48,958	
Volleyball		74,129	
Others			
Subtotal All Teams	2,175,789	681,680	0
Expenses Not Related to Specific Teams			686,875
Total Expenses	2,175,789	681,680	686,875

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

31 Fund Raising, Marketing and Promotion \$3,071,893 Input costs associated with fund raising, marketing and promotion for media guides, brochures, recruiting publications and such.

Expenses by Object of Expenditure	Men's Teams Only Fund Raising, Marketing and Promotion	Women's Teams Only Fund Raising, Marketing and Promotion	Not Allocated by Gender Fund Raising, Marketing and Promotion
Baseball	3,893		
Basketball	9,635		15,642
Football	177,096		
Golf	316		679
Rowing			3,844
Soccer			2,609
Softball			2,290
Swimming and Diving			1,111
Tennis			2,454
Track and Field, X-Country	1,879		1,115
Volleyball			85
Others			
Subtotal All Teams	192,819	29,829	0
Expenses Not Related to Specific Teams			2,849,245
Total Expenses	192,819	29,829	2,849,245

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

32 Sports Camp Expenses \$0 Input all expenses paid by the athletics department, including non-athletics personnel salaries and benefits, from hosting sports camps and clinics. Athletics personnel salaries and benefits should be reported in Categories 22-25.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Sports Camp Expenses	Sports Camp Expenses	Sports Camp Expenses
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Expenses Not Related to Specific Teams			
Total Expenses	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

33 Spirit Groups	\$87,595	Include support for spirit groups including bands, cheerleaders, mascots, dancers, etc.
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Note: Expenses related to post-season bowls should be included in Category 41.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Spirit Groups	Spirit Groups	Spirit Groups
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Expenses Not Related to Specific Teams			87,595
Total Expenses	0	0	87,595

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

34. Athletic Facilities Debt Service, Leases and Rental Fee	\$11,189,277 Input debt service payments (principal and interest, including internal loan programs), leases and rental fees for athletics facilities for the reporting year regardless of entity paying (athletics, institution or other). Do not report depreciation. Note: If the institution is paying for <u>all</u> debt service, leases, or rental fees for athletic facilities but not charging to athletics, this category should equal Category 6A. If athletics or other entities are paying these expenses or the institution is charging directly to athletics, this category will not equal Category 6A.
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Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Athletic Facilities Debt Service, Leases and Rental Fee	Athletic Facilities Debt Service, Leases and Rental Fee	Athletic Facilities Debt Service, Leases and Rental Fee
Baseball	261		
Basketball	43		
Football	103,312		
Golf	33,390	33,390	
Rowing		4,911	
Soccer		471,906	
Softball		475,506	
Swimming and Diving		1,838	
Tennis		343,080	
Track and Field, X- Country	479,406	479,406	
Volleyball			
Others			
Subtotal All Teams	616,412	1,810,037	0
Expenses Not Related to Specific Teams			8,762,828
Total Expenses	616,412	1,810,037	8,762,828

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

35 Direct Overhead and Administrative Expenses	\$4,156,927 Input overhead and administrative expenses <u>paid by or charged directly to athletics</u> including:
	<ul style="list-style-type: none"> • Administrative/Overhead fees charged by the institution to athletics. • Facilities maintenance. • Security. • Risk Management. • Utilities. • Equipment Repair. • Telephone. • Other Administrative Expenses.

Expenses by Object of Expenditure	Men's Teams Only Direct Overhead and Administrative Expenses	Women's Teams Only Direct Overhead and Administrative Expenses	Not Allocated by Gender Direct Overhead and Administrative Expenses
Baseball			
Basketball	5,673	3,000	
Football	97,885		
Golf			
Rowing			
Soccer			
Softball		2,000	
Swimming and Diving			
Tennis			
Track and Field, X-Country	300		
Volleyball			
Others			
Subtotal All Teams	103,858	5,000	0
Expenses Not Related to Specific Teams			4,048,069
Total Expenses	103,858	5,000	4,048,069

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

36 Indirect Institutional Support \$0 Input overhead and administrative expenses NOT paid by or charged directly to athletics including:

- Administrative/Overhead fees not charged by the institution to athletics.
- Facilities maintenance.
- Security.
- Risk Management.
- Utilities.
- Equipment Repair.
- Telephone.
- Other Administrative Expenses.

Do not report depreciation.

Note: This category should equal Category 6.

Expenses by Object of Expenditure	Men's Teams Only Indirect Institutional Support	Women's Teams Only Indirect Institutional Support	Not Allocated by Gender Indirect Institutional Support
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Expenses Not Related to Specific Teams			
Total Expenses	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

37	Medical Expenses and Insurance	\$794,566 Input medical expenses and medical insurance premiums for student-athletes.
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Expenses by Object of Expenditure	Men's Teams Only Medical Expenses and Insurance	Women's Teams Only Medical Expenses and Insurance	Not Allocated by Gender Medical Expenses and Insurance
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Expenses Not Related to Specific Teams			794,566
Total Expenses	0	0	794,566

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

38	Memberships and Dues	\$470,442 Input memberships, conference and association dues.
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Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Memberships and Dues	Memberships and Dues	Memberships and Dues
Baseball	14,723		
Basketball	26,140	6,783	
Football	56,441		
Golf	17,965	8,683	
Rowing		4,876	
Soccer		6,783	
Softball		15,638	
Swimming and Diving		3,725	
Tennis		1,274	
Track and Field, X-Country	6,677	5,091	
Volleyball		9,216	
Others			
Subtotal All Teams	121,946	62,069	0
Expenses Not Related to Specific Teams			286,427
Total Expenses	121,946	62,069	286,427

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

39 Student-Athlete Meals (non-travel) \$2,639,984 Include meal allowance and food/snacks provided to student-athletes.

Note: Meals provided during team travel should be reported in Category 28.

Expenses by Object of Expenditure	Men's Teams Only Student-Athlete Meals (non-travel)	Women's Teams Only Student-Athlete Meals (non-travel)	Not Allocated by Gender Student-Athlete Meals (non-travel)
Baseball	6,584		
Basketball	134,608	85,805	
Football	2,240,285		
Golf	1,584	3,280	
Rowing		661	
Soccer		2,208	
Softball		4,485	
Swimming and Diving		14,930	
Tennis		4,275	
Track and Field, X-Country	11,524	11,049	
Volleyball		9,034	
Others			
Subtotal All Teams	2,394,585	135,727	0
Expenses Not Related to Specific Teams			109,672
Total Expenses	2,394,585	135,727	109,672

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

40 Other Operating Expenses \$5,913,002 Input any operating expenses paid by athletics in the report year which cannot be classified into one of the stated categories, including:

- Non-team travel (conferences, etc.).
- Team banquets and awards.

If the figure is greater than 10% of total expenses, please report the top three activities included in this category in the comments section.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Other Operating Expenses	Other Operating Expenses	Other Operating Expenses
Baseball	28,073		
Basketball	149,318	62,662	
Football	544,488		
Golf	5,022	13,203	
Rowing		26,481	
Soccer		31,099	
Softball		17,467	
Swimming and Diving		17,475	
Tennis		3,153	
Track and Field, X-Country	61,248	53,516	
Volleyball		54,292	
Others			
Subtotal All Teams	788,149	279,348	0
Expenses Not Related to Specific Teams			4,845,505
Total Expenses	788,149	279,348	4,845,505

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

41 Bowl Expenses \$0 Input all expenditures related to participation in a post-season bowl game, including:

- Team travel, lodging and meal expenses.
- Bonuses related to bowl participation.
- Spirit groups.
- Uniforms.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Bowl Expenses	Bowl Expenses	Bowl Expenses
Baseball			
Basketball			
Football			
Golf			
Rowing			
Soccer			
Softball			
Swimming and Diving			
Tennis			
Track and Field, X-Country			
Volleyball			
Others			
Subtotal All Teams	0	0	0
Expenses Not Related to Specific Teams			
Total Expenses	0	0	0

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

Total Operating Expenses \$94,709,233 Total of Categories 20-41.

Expenses by Object of Expenditure	Men's Teams Only	Women's Teams Only	Not Allocated by Gender
	Total Operating Expenses	Total Operating Expenses	Total Operating Expenses
Baseball	2,592,022		
Basketball	11,126,043	3,702,787	
Football	17,061,938		
Golf	735,855	665,112	
Rowing		1,573,022	
Soccer		1,930,063	
Softball		2,010,225	
Swimming and Diving		1,135,068	
Tennis		1,196,527	
Track and Field, X-Country	2,245,068	2,372,051	
Volleyball		1,528,888	
Others			
Subtotal All Teams	33,760,926	16,113,743	0
Expenses Not Related to Specific Teams	0	18,194,021	26,640,543
Total Expenses	33,760,926	34,307,764	26,640,543

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Athletics Participation

Table 638 Table 1 --- Athletics Participation. A participant is a student-athlete who, as of the day of a varsity team's first scheduled contest in the traditional season: (a) is listed as a team member; (b) practices with the varsity team and receives coaching from one or more varsity coaches; or (c) receives athletically-related student aid.

Any student who satisfies one or more of the criteria above is a participant, including a student on a team the institution designates or defines as junior varsity, freshman, or novice, or a student who does not play in a scheduled contest, whether for medical reasons or to preserve eligibility (i.e., a redshirt).

Student-athletes who participate in more than one sport should be counted in each sport. The Coed Teams column is marked based on the content of the sports sponsored table (Mixed Sports) in the School Info page. **Male practice players are NOT to be included as participants in this table.**

Sport	Coed Teams	Number of Participants		Number of Participants		Number of Participants	
		Participating on a		Participating on a		Participating on a	
		Men's Teams	Women's Teams	Men's Teams	Women's Teams	Men's Teams	Women's Teams
Baseball		37					
Basketball		15	15				
Cross Country		18	20	18	20	18	20
Football		109					
Golf		12	8				
Rowing			70				
Soccer			27				
Softball			22				
<u>Swimming and Diving</u>			30				
Tennis			7				
Track, Indoor		59	58	59	58	18	20
Track, Outdoor		60	56	60	56	18	20
Volleyball			15				
Others							
Total Participants		310	328	137	134	54	60
Participant Proportion		48.6%	51.4%				
Unduplicated Count of Participants		232	251				

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Head Coaching Assignments - Men's Teams

Table 2A

5 Table 2A - - - Head Coaches Assignments Men's Teams

Sport	Head Coaches of Men's Teams							
	Male Coaches - Head Count				Female Coaches - Head Count			
	Full Time	Part Time	Full Time	Part Time	Full Time	Part Time	Full Time	Part Time
	Coaching Duties	Coaching Duties	University Employee	University Employee or Volunteer	Coaching Duties	Coaching Duties	University Employee	University Employee or Volunteer
Baseball	1		1					
Basketball	1		1					
Football	1		1					
Golf	1		1					
Track and Field, X-Country		1	1					
Others								
Coaching Position	4	1	5	0	0	0	0	0
Totals								

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Head Coaching Assignments - Women's Teams

Table 2B

9 Table 2B - - - Head Coaches Assignments Women's Teams

Sport	Head Coaches of Women's Teams							
	Male Coaches - Head Count				Female Coaches - Head Count			
	Full Time Coaching Duties	Part Time Coaching Duties	Full Time University Employee	Part Time University Employee or Volunteer	Full Time Coaching Duties	Part Time Coaching Duties	Full Time University Employee	Part Time University Employee or Volunteer
Basketball	1		1					
Golf					1		1	
Rowing	1		1					
Soccer	1		1					
Softball					1		1	
Swimming and Diving	1		1					
Tennis	1		1					
Track and Field, X- Country		1	1					
Volleyball	1		1					
Others								
Coaching Position Totals	6	1	7	0	2	0	2	0

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Assistant Coaching Assignments - Men's Teams

Table 3A

29 Table 3A - - - Assistant Coaches Assignments Men's Teams

Sport	Assistant Coaches of Men's Teams							
	Male Coaches - Head Count				Female Coaches - Head Count			
	Full Time Coaching Duties	Part Time Coaching Duties	Full Time Employee	Part Time Employee or Volunteer	Full Time Coaching Duties	Part Time Coaching Duties	Full Time University	Part Time Employee or Volunteer
Baseball	2	1	2	1				
Basketball	3		3					
Football	9	2	9	2				
Golf	1		1					
Track and Field, X- Country		8	4	4		3	1	2
Others								
Coaching Position	15	11	19	7	0	3	1	2
Totals								

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Assistant Coaching Assignments - Women's Teams

Table 3B

28 Table 3B - - - Assistant Coaches Assignments Women's Teams

Sport	Assistant Coaches of Women's Teams							
	Male Coaches - Head Count				Female Coaches - Head Count			
	Full Time Coaching Duties	Part Time Coaching Duties	Full Time Employee Employee or Volunteer	Part Time University Employee or Volunteer	Full Time Coaching Duties	Part Time University Employee or Volunteer	Full Time Employee Employee or Volunteer	Part Time University Employee or Volunteer
Basketball					3		3	
Golf					1		1	
Rowing					2		2	
Soccer	1		1		1		1	
Softball	1		1		1	1	1	1
Swimming and Diving	1		1		1		1	
Tennis					1		1	
Track and Field, X- Country		8	4	4		3	1	2
Volleyball	1		1		1	1	1	1
Others								
Coaching Position Totals	4	8	8	4	11	5	12	4

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Other Reporting Items

AUP Data Categories:

50 - Excess Transfers to Institution:

51 - Conference Realignment Expenses:

52 - Total Athletics Related Debt: \$35,284,196

53 - Total Institutional Debt: \$798,089,147

54 - Athletics Dedicated Endowments: \$17,722,483

55 - Institutional Endowments: \$84,452,010

56 - Athletics Related Capital Expenditures: \$5,361,087

Other Data Categories:

Institutional Expenses: \$1,217,187,599

Athletically-Related Facilities Annual Debt Service: \$4,210,479

Institution's Annual Debt Service: \$63,400,000

Institution's Education and General Expenses: \$1,025,578,936

Average Cost of Full Grant-in-Aid - In-State: \$25,158

Average Cost of Full Grant-in-Aid - Out-of-State: \$41,078

Average Cost of Attendance - In-State: \$25,438

Average Cost of Attendance - Out-of-State: \$41,358

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017**Revenue Distribution - Sports Sponsored****Distribution Year:** 2018**Academic Year of Sport Sponsorship Information:** 2016-17

Men's Sports	Women's Sports	Mixed Sports
<input checked="" type="checkbox"/> Baseball	<input checked="" type="checkbox"/> Softball	
<input checked="" type="checkbox"/> Football	<input checked="" type="checkbox"/> Women's Basketball	
<input checked="" type="checkbox"/> Men's Basketball	<input checked="" type="checkbox"/> Women's Cross Country	
<input checked="" type="checkbox"/> Men's Cross Country	<input checked="" type="checkbox"/> Women's Golf	
<input checked="" type="checkbox"/> Men's Golf	<input checked="" type="checkbox"/> Women's Rowing	
<input checked="" type="checkbox"/> Men's Track, Indoor	<input checked="" type="checkbox"/> Women's Soccer	
<input checked="" type="checkbox"/> Men's Track, Outdoor	<input checked="" type="checkbox"/> Women's Swimming and Diving	
	<input checked="" type="checkbox"/> Women's Tennis	
	<input checked="" type="checkbox"/> Women's Track, Indoor	
	<input checked="" type="checkbox"/> Women's Track, Outdoor	
	<input checked="" type="checkbox"/> Women's Volleyball	
Total Men's Sports Sponsored: 7	Total Women's Sports Sponsored: 11	Total Mixed Sports Sponsored:
Current Year's Submission of Sports Sponsored: 18	Previous Year's Submission of Sports Sponsored: 18	Variance: 0

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Revenue Distribution - Grants-in-Aid**Distribution Year: 2018****Academic Year of Grant-in-Aid Information: 2016-17****Men's Team Sports**

Men's Team Sport	Athletic Aid Equivalency (A)	Exhausted Eligibility or Medical Equivalency (B)	Total Revenue Distribution Equivalencies Awarded (A+B)
Baseball	13.17	0	13.17
Basketball	12	0	12
Football	79.49	4.5	83.99
Golf	3.9	0.6	4.5
Track and Field, X-Country	10.01	3.59	13.6
Total Men's	118.57	8.69	127.26

Women's Team Sports

Women's Team Sport	Athletic Aid Equivalency (A)	Exhausted Eligibility or Medical Equivalency (B)	Total Revenue Distribution Equivalencies Awarded (A+B)
Basketball	10	5	15
Golf	6.5	0	6.5
Rowing	20.97	1.3	22.27
Soccer	11.45	2.55	14
Softball	9.38	4.02	13.4
Swimming and Diving	14.01	0.4	14.41
Tennis	8.5	0	8.5
Track and Field, X-Country	12.87	5.97	18.84
Volleyball	10.5	2	12.5
Total Women's	104.18	21.24	125.42

Mixed Team Sports

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

Mixed Team Sport	Athletic Aid Equivalency (A)	Exhausted Eligibility or Medical Equivalency (B)	Total Revenue Distribution Equivalencies Awarded (A+B)
Total Mixed	0	0	0

Prior Year Total Rev Dist Equivalencies	Current Year Total Rev Dist Equivalencies	Variance Between Prior and Current Year
244.66	252.68	8.02 (3.28%)

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Revenue Distribution - Pell Grants**Distribution Year: 2018****Academic Year of Pell Grant Information: 2016-17****Men's Team Sports**

Sport	2016-17 Pell Grants	Total Dollar Amount for SAs on Pell Grants
Baseball	4	20,360
Basketball	6	31,957
Football	51	224,498
Golf	1	5,765
Track and Field, X-Country	24	90,670
Men's Total	86	373,250

Women's Team Sports

Sport	2016-17 Pell Grants	Total Dollar Amount for SAs on Pell Grants
Basketball	2	10,222
Golf		
Rowing	18	79,720
Soccer	2	9,780
Softball	1	1,965
Swimming and Diving	3	14,395
Tennis	1	2,907
Track and Field, X-Country	8	35,337
Volleyball	2	8,673
Women's Total	37	162,999

Mixed Team Sports

Sport	2016-17 Pell Grants	Total Dollar Amount for SAs on Pell Grants
Mixed Total	0	0

2016-17 Pell Grants	Prior Year Pell Grants	Variance Totals	Total Dollar Amount for SAs on Pell Grants
Total	123	124	\$536,249

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Comments

Comments: Kansas Athletics, Inc is a separate non-profit corporation.

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

Miscellaneous Information

Note: These values are calculated from data entered earlier in the system.

Athletically Related Student Aid Input the total amount of athletic student-aid for the reporting year including:

- Summer school.
- Tuition discounts and waivers (unless it is a discount or waiver available to the general student body).
- Aid given to student-athletes who are inactive (medical reasons) or no longer eligible (exhausted eligibility).

Athletics aid awarded to non-athletes (student-managers, graduate assistants, trainers) should be reported as Expenses Not Related to Specific Teams. It is permissible to report only dollars in the Expenses Not Related to Specific Teams row as long as you have reported non-zero entries for Equivalencies, Number of Students, and Dollars (all 3 required for at least one sport).

Note: Pell grants are provided by the government, not the institution or athletics department, and therefore should be excluded from reporting in this category.

This information can be managed within the NCAA's Compliance Assistance (CA) software. The information entered into compliance assistance will automatically populate to the athletic student aid section within the NCAA Financial Reporting System when the CA import feature is selected.

Men's Teams	\$5,651,874
Women's Teams	\$5,210,566
Total Amount	\$10,862,440

Recruiting Expenditures Input transportation, lodging and meals for prospective student-athletes and institutional personnel on official and unofficial visits, telephone call charges, postage and such. Include value of use of institution's own vehicles or airplanes as well as in-kind value of loaned or contributed transportation.

Men's Teams	\$1,455,063
Women's Teams	\$561,152
Total Amount	\$2,016,215

Reporting Institution: University of Kansas**Reporting Year (FY):** 2017

Head Coaches Salaries Input compensation, bonuses and benefits paid to all coaches reportable on the university or related entities W-2 and 1099 forms inclusive of:

- Gross wages and bonuses.
- Benefits including allowances, speaking fees, retirement, stipends, memberships, media income, tuition reimbursement and earned deferred compensation.

Place any severance payments in Category 26.

Note: Bonuses related to participation in a post-season bowl game should be included in Category 41.

Average Salaries of Head Coaches	Dollars per FTE	FTE's	Dollars per Position	Number of Positions
Men's Teams	\$1,542,895	4.5	\$1,388,606	5
Women's Teams	\$197,190	8.5	\$186,235	9

Assistant Coaches Salaries Input compensation, bonuses and benefits paid to all coaches reportable on the university or related entities W-2 and 1099 forms inclusive of:

- Gross wages and bonuses.
- Benefits including allowances, speaking fees, retirement, stipends, memberships, media income, tuition reimbursement and earned deferred compensation.

Place any severance payments in Category 26.

Note: Bonuses related to participation in a post-season bowl game should be included in Category 41.

Average Salaries of Assistant Coaches	Dollars per FTE	FTE's	Dollars per Position	Number of Positions
Men's Teams	\$283,382	17.5	\$247,959	20
Women's Teams	\$96,545	17.5	\$84,477	20

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

Statement of Revenues and Expenses
For the year ended June 30, 2017 (UNAUDITED)

ID	Item	Football	Men's Basketball	Women's Basketball	Other Sports	Non-Program Specific	Total
<i>Revenues</i>							
1	Ticket Sales	\$3,412,370	\$15,101,909	\$118,437	\$270,846	\$53,685	\$18,957,247
2	Direct State or Other Government Support	\$0	\$0	\$0	\$0	\$0	\$0
3	Student Fees	\$0	\$0	\$0	\$0	\$304,801	\$304,801
4	Direct Institutional Support	\$0	\$0	\$0	\$0	\$1,616,107	\$1,616,107
5	Less - Transfers to Institution	\$0	\$0	\$0	\$0	\$0	\$0
6	Indirect Institutional Support	\$0	\$0	\$0	\$0	\$0	\$0
6A	Indirect Institutional Support - Athletic Facilities Debt Service, Lease and Rental Fees	\$0	\$0	\$0	\$0	\$0	\$0
7	Guarantees	\$150,000	\$427,232	\$0	\$3,000	\$0	\$580,232
8	Contributions	\$0	\$0	\$0	\$1,760	\$21,746,869	\$21,748,629
9	In-Kind	\$0	\$0	\$0	\$0	\$1,293,895	\$1,293,895
10	Compensation and Benefits provided by a third party	\$0	\$0	\$0	\$0	\$0	\$0
11	Media Rights	\$18,475,596	\$0	\$0	\$0	\$6,643,077	\$25,118,673
12	NCAA Distributions	\$0	\$2,737,180	\$0	\$72,197	\$0	\$2,809,377
13	Conference Distributions (Non Media and Non Bowl)	\$11,068,826	\$0	\$0	\$0	\$0	\$11,068,826
14	Program, Novelty, Parking and Concession Sales	\$37,220	\$0	\$0	\$0	\$1,174,779	\$1,211,999
15	Royalties, Licensing, Advertisement and Sponsorships	\$0	\$0	\$0	\$0	\$5,749,672	\$5,749,672
16	Sports Camp Revenues	\$0	\$0	\$0	\$0	\$2,855	\$2,855

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

ID	Item	Football	Men's Basketball	Women's Basketball	Other Sports	Non-Program Specific	Total
17	Athletics Restricted Endowment and Investments Income	\$0	\$0	\$0	\$0	\$3,374,466	\$3,374,466
18	Other Operating Revenue	\$204	\$0	\$0	\$41,707	\$1,372,771	\$1,414,682
19	Bowl Revenues	\$0	\$0	\$0	\$0	\$0	\$0
	Total Operating Revenues	\$33,144,216	\$18,266,321	\$118,437	\$389,510	\$43,332,977	\$95,251,461
<i>Expenses</i>							
20	Athletic Student Aid	\$3,495,542	\$855,802	\$633,277	\$5,877,819	\$339,564	\$11,202,004
21	Guarantees	\$650,000	\$495,000	\$118,000	\$167,316	\$95,808	\$1,526,124
22	Coaching Salaries, Benefits and Bonuses paid by the University and Related Entities	\$4,370,595	\$6,245,353	\$854,532	\$3,797,384	\$0	\$15,267,864
23	Coaching Salaries, Benefits and Bonuses paid by a Third Party	\$0	\$0	\$0	\$0	\$0	\$0
24	Support Staff/Administrative Compensation, Benefits and Bonuses paid by the University and Related Entities	\$1,393,896	\$547,538	\$351,359	\$605,447	\$18,194,021	\$21,092,261
25	Support Staff/Administrative Compensation, Benefits and Bonuses paid by Third Party	\$0	\$0	\$0	\$0	\$0	\$0
26	Severance Payments	\$0	\$0	\$0	\$11,065	\$7,704	\$18,769
27	Recruiting	\$778,461	\$507,513	\$231,365	\$498,876	\$15,822	\$2,032,037
28	Team Travel	\$1,292,954	\$1,089,304	\$918,181	\$2,810,877	\$329,465	\$6,440,781
29	Sports Equipment, Uniforms and Supplies	\$917,255	\$74,631	\$40,116	\$847,963	\$3,381,398	\$5,261,363
30	Game Expenses	\$943,728	\$985,485	\$382,065	\$546,191	\$686,875	\$3,544,344
31	Fund Raising, Marketing and Promotion	\$177,096	\$9,635	\$15,642	\$20,275	\$2,849,245	\$3,071,893
32	Sports Camp Expenses	\$0	\$0	\$0	\$0	\$0	\$0
33	Spirit Groups	\$0	\$0	\$0	\$0	\$87,595	\$87,595

Reporting Institution: University of Kansas

Reporting Year (FY): 2017

ID	Item	Football	Men's Basketball	Women's Basketball	Other Sports	Non-Program Specific	Total
34	Athletic Facilities Debt Service, Leases and Rental Fee	\$103,312	\$43	\$0	\$2,323,094	\$8,762,828	\$11,189,277
35	Direct Overhead and Administrative Expenses	\$97,885	\$5,673	\$3,000	\$2,300	\$4,048,069	\$4,156,927
36	Indirect Institutional Support	\$0	\$0	\$0	\$0	\$0	\$0
37	Medical Expenses and Insurance	\$0	\$0	\$0	\$0	\$794,566	\$794,566
38	Memberships and Dues	\$56,441	\$26,140	\$6,783	\$94,651	\$286,427	\$470,442
39	Student-Athlete Meals (non-travel)	\$2,240,285	\$134,608	\$85,805	\$69,614	\$109,672	\$2,639,984
40	Other Operating Expenses	\$544,488	\$149,318	\$62,662	\$311,029	\$4,845,505	\$5,913,002
41	Bowl Expenses	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses		\$17,061,938	\$11,126,043	\$3,702,787	\$17,983,901	\$44,834,564	\$94,709,233
Excess (Deficiencies) of Revenues Over (Under) Expenses		\$16,082,278	\$7,140,278	-\$3,584,350	-\$17,594,391	-\$1,501,587	\$542,228